16th YEAR · A WEEKLY PUBLICATION

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6/25/56

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january

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january – 1957

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february – 1957

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march – 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, JUNE 22, 1956		
Friday June 22 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY	GARDNER & BALENCIAGA-GARDNER (1 W. 39TH ST.)	1407 CLUB 1407 BROADWAY
	Press and buyers will preview the Gardner and the Balenciaga-Gardner Fall millinery collections. By invitation. Publ: Maud G. Moody, LE. 2-5562.		
Friday June 22 12:00 Noon Luncheon	FALL READY-TO-WEAR LUNCHEON SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	"Highlights - Fall 1956" Ready-To-Wear - U.S.A. Commentator: Estelle Lane Brent, "McCall's". Co-Chairmen: Bettina Ballard and Margaret deMille. Prices: $7.00 for members; $8.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Saturday June 23 2:00 P.M.	SHOWING OF FALL BRIDAL FASHIONS	ABRAHAM & STRAUS	8TH FLOOR SPECIAL EVENTS CENTER
	Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.		
	WEEK BEGINNING MONDAY, JUNE 25, 1956		
Monday June 25 12:30 P.M.	SHOWING OF SWIMSUIT FASHIONS	OPPENHEIM COLLINS	4TH FLOOR SWIMSUIT DEPARTMENT
	Showings at 12:30 and 6:00. Open to public. Publ: Ruth Bradfield, WI.7-8200.		
Monday June 25- June 29	FIRST ANNUAL TRADE HOUSEWARES SHOW	INTERNATIONAL HOUSEWARES SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
	Exhibition of china, glass, housewares, furniture, etc.; also Russel Wright's collection from the Far East. By registration. Contact: MU.7-4580. Publicity: Ted Materna Assoc., GR. 7-8862.		
Postponed June 26	BEST'S PRESS PREVIEW OF FALL BRIDAL FASHIONS AT 9:30 A.M. HAS BEEN POSTPONED. (New date will be announced later).		
Tuesday June 26 11:00 A.M.; 4:00 P.M.	PREVIEWS OF FALL MILLINERY	JOE COHN HATS	1 WEST 39TH STREET SHOWROOM - 11TH FLOOR
	Joe Cohn's Fall millinery will be previewed by press at 11:00 A.M.; and buyers at 4:00 P.M. By invitation only. Publ: Maud G. Moody, LE. 2-5562.		
Tuesday June 26 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW: PRINTS BY HENRI MATISSE	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM GALLERY
	Comprehensive selection of 60 etchings and lithographs by Henri Matisse. Open to public, June 27 - Oct. 7. Publicity: Elizabeth Shaw, CI. 5-8900.		
Wednesday June 27 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Mr. John will preview his Fall custom and ready-to-wear millinery collections. By invitation only. Contact: Diane Montgomery, MU. 8-4906.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 28 9:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS Ohrbach's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday June 28 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
July 4	INDEPENDENCE DAY--Legal Holiday (Wednesday).		
Thursday July 5 10:30 A.M. Breakfast	PRESS PREVIEW OF ROOM SETTINGS Gimbels will preview room settings from their Mid-Summer furniture collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	9TH FLOOR FURNITURE DEPT.
Saturday July 7 4:00 P.M.	FALL MILLINERY FOR VISITING PRESS John Frederics will present his Fall millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Saturday July 7 6:00 P.M. Buffet	FALL MILLINERY FOR VISITING PRESS Preview of Walter Florell's Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	WALTER FLORELL	29 EAST 53RD STREET SALON
Sunday July 8 10:00 A.M.- 1:00 P.M.	FALL AND WINTER JEWELRY COLLECTION Brunch and informal showing of Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday July 8 11:00 A.M.	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday July 8 1:45 P.M. Luncheon	FALL MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday July 8 3:00 P.M.	MILLINERY SHOW FOR VISITING PRESS Sally Victor will preview her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Sunday July 8 4:00 P.M. Cocktails	FALL MILLINERY FOR VISITING PRESS Mr. Arnold will present his Fall millinery to the visiting press. By invitation only. Contact: PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	PLACE TO BE ANNOUNCED
Sunday July 8 4:30 P.M.- 8:30 P.M.	COCKTAILS AND BUFFET FOR THE VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publ.: Adelia Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	HOTEL AMBASSADOR EMBASSY CLUB

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 8	SILK FASHION SHOW FOR VISITING PRESS	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM

7:00 P.M. Cocktails-Dinner — International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. Dinner at 8:00 P.M., followed by show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

NEW YORK DRESS INSTITUTE'S TWENTY-SEVENTH NATIONAL PRESS WEEK (July 8 - 14, 1956)

Fall collections of leading designers--30 members, 13 auxiliary and 3 group showings--for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., July 8...	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.). .	PIERRE-BALLROOM
Mon., July 9...	8:00 A.M.	BUFFET BREAKFAST.	PIERRE-BALLROOM
	9:00 A.M.	"WATCH FOR" FORUM	PIERRE-BALLROOM
	9:30 A.M.	MONTE-SANO & PRUZAN.	PIERRE-BALLROOM
	10:30 A.M.	NETTIE ROSENSTEIN	PIERRE-BALLROOM
	11:30 A.M.	ORIGINALA	PIERRE-BALLROOM
	12:30 P.M.	Junior Group: JACK HORWITZ ASSOC., MR. MORT, JR. SOPHISTICATES, REICH-GOLDFARB. Luncheon . . .	PIERRE-BALLROOM
	2:00 P.M.	HANNAH TROY	PIERRE-BALLROOM
	3:00 P.M.	PAUL PARNES	PIERRE-BALLROOM
	4:00 P.M.	CLAIRE McCARDELL.	PIERRE-BALLROOM
	5:00 P.M.	WATCHMAKERS OF SWITZERLAND (Aux.) .	PIERRE-BALLROOM
	8:30 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.).	MARK HELLINGER
Tues., July 10...	8:00 A.M.	SCHIFFLI LACE & EMBROIDERY (Aux.) .	PIERRE-BALLROOM
	9:30 A.M.	CHRISTIAN DIOR, NEW YORK	730 5TH (7 FL.)
	10:30 A.M.	TINA LESER.	PIERRE-BALLROOM
	11:30 A.M.	HARRY FRECHTEL	PIERRE-BALLROOM
	12:30 P.M.	DELMAN SHOES (Aux.).	754 5TH (SALON)
	1:30 P.M.	SHIP 'N SHORE-Luncheon (Aux.) . .	PIERRE-BALLROOM
	3:00 P.M.	PATTULLO-JO COPELAND	PIERRE-BALLROOM
	4:00 P.M.	GEORGE CARMEL.	PIERRE-BALLROOM
	5:00 P.M.	CEIL CHAPMAN-Cocktails.	PIERRE-BALLROOM
	7:00 P.M.	N. W. AYER & SON, INC.-Dinner (Aux.)	PLAZA-TERRACE
Wed., July 11...	8:00 A.M.	CROMPTON-RICHMOND. Breakfast (Aux.)	PIERRE-BALLROOM
	9:00 A.M.	B. H. WRAGGE	PIERRE-BALLROOM
	10:00 A.M.	HERBERT SONDHEIM.	PIERRE-BALLROOM
	11:00 A.M.	SAMUEL WINSTON (Roxane & Cecil Beaton)	PIERRE-BALLROOM
	12:00 Noon	ALAMAC KNITTING MILLS-Luncheon (Aux)	SAVOY-PLAZA
	1:30 P.M.	TRIGERE.	PIERRE-BALLROOM
	2:30 P.M.	BEN ZUCKERMAN.	PIERRE-BALLROOM
	3:30 P.M.	WILLIAM FOX	PIERRE-BALLROOM
	4:30 P.M.	HARVEY BERIN (Karen Stark)	PIERRE-BALLROOM
	7:00 P.M.	MILLINERY INST.OF AMER.-Dinner(Aux.)	(PLACE NOT SET)
Thurs., July 12...	8:00 A.M.	CAPEZIO SHOES (Aux.)	756 7TH (50 ST.)
	9:30 A.M.	ANTHONY BLOTTA	498 7TH (12 FL.)
	10:30 A.M.	BEN REIG	498 7TH (23 FL.)
	11:30 A.M.	MAURICE RENTNER	498 7TH (16 FL.)
	1:00 P.M.	Children's Group: GARDNER SNOWSUITS, IMP ORIGINALS, LITTLE EMPRESS COATS, JOSEPH LOVE DRESSES. Luncheon . .	SHERRY NETHERLAND
	2:30 P.M.	DAVIDOW.	PIERRE-BALLROOM
	3:30 P.M.	ANNE FOGARTY for MARGOT	PIERRE-BALLROOM
	4:30 P.M.	OLEG CASSINI-Cocktails.	PIERRE-BALLROOM

(Continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

TWENTY-SEVENTH NATIONAL PRESS WEEK (Continued from page 3)

Fri., July 13...	9:00 A.M.	HATTIE CARNEGIE.	42 E. 49 ST.
	10:30 A.M.	ADELE SIMPSON	530 7TH (23 FL.)
	11:30 A.M.	MOLLIE PARNIS	530 7TH (18 FL.)
	1:00 P.M.	GEN. BEAUTY PROD.--LILLY DACHE(Aux.)	78 E. 56 ST.
	2:30 P.M.	BRANELL	PIERRE-BALLROOM
	3:30 P.M.	DAVID GOTTLIEB (Gothé)	PIERRE-BALLROOM
	4:30 P.M.	Variety Group: SUZY PERETTE, REGAL KNITWEAR, YOUNGLAND by HELEN LEE, PELLON and LILION	PIERRE-BALLROOM
	8:30 P.M.	PELLON THEATRE PARTY	ETHEL BARRYMORE
Sat., July 14...	9:30 A.M.	RITTER FURS-Breakfast (Aux.) . .	PLAZA-TERRACE
	11:30 A.M.	ELLEN LIND ASSOCIATES (Aux.) . .	MOODUS, CONN.

July 9 — 9:00 A.M. - "WATCH FOR" FORUM (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

July 9 — 9:30 A.M. - "MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

July 9 — 10:30 A.M. - NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

Monday July 9 11:00 A.M.	PREVIEW OF FALL MILLINERY	MISS MAY, INC. (30 WEST 57TH ST.)	LONGCHAMPS RESTAURANT 19 WEST 57TH STREET

Showing of Fall hats, followed by buffet luncheon. By invitation. Publicity: Maud G. Moody, LE. 2-5562.

July 9 — 11:30 A.M. - ORIGINALA (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

Monday July 9 12:00 Noon Luncheon	PREVIEW OF FALL MILLINERY	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR TRIANON ROOM

Mr. Arnold will preview his Fall millinery to press and buyers. By invitation only. Contact: PL. 1-3284.

July 9 — 12:30 P.M. - JUNIOR GROUP (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

July 9 — 2:00 P.M. - HANNAH TROY (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

July 9 — 3:00 P.M. - PAUL PARNES (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

July 9 — 4:00 P.M. - CLAIRE McCARDELL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.

Monday July 9 5:00 P.M.-7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES	THE WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE ROOF GARDEN

"Fashions in Time"--newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (Auxiliary Member of N.Y.D.I.--See Pg. 3). By invitation only. Sponsored by Foote, Cone & Belding. Contact: Elizabeth Maher Associates, EL. 5-4248.

Monday July 9 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS	SHIP 'N SHORE	MARK HELLINGER THEATRE BROADWAY & 51ST STREET

Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) will invite the visiting press to see "My Fair Lady" with Rex Harrison and Julie Andrews. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 9 12:00 Midnight	FALL MILLINERY SHOW FOR VISITING PRESS	WILLIAM J.	44 WEST 54TH STREET SALON
	William J. will present his Fall millinery to visiting press at Midnight Champagne Snack. By invitation only. Publ.: Donna Cannon, MU. 7-5447.		
Tuesday July 10 8:00 A.M. Breakfast	LACE SHOWING FOR VISITING PRESS	SCHIFFLI LACE & EMBROIDERY INST.	HOTEL PIERRE BALLROOM
	Schiffli Lace & Embroidery Institute (Auxiliary Member of N.Y.D.I.--See Pg.3) will present embroidery fashions. By invitation only. Contact: Dora Miller % John Lewis, 1270 Sixth Ave., Room 2115, CI. 6-4830.		
Tuesday July 10- July 11 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
	The Allied Kid Company's Resort-Spring-Summer 1957 collection will be previewed: July 10 at 9:15 A.M.--fashion press and shoe stylists; July 10 at 3:30 P.M.--buying office fashion coordinators, fashion publicists, department store fashion coordinators; July 11 at 9:15 A.M.--fabric, hosiery and accessory stylists. By invitation. Contact: Helen Caruso, MU. 6-1623.		
July 10	9:30 A.M. - CHRISTIAN DIOR, N.Y. (N.Y.D.I.--See Pg. 3) 730 5TH AVE.-7TH FL.		
Tuesday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY	WILLIAM J.	44 WEST 54TH STREET SALON
	William J. will preview his Fall millinery to the press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.		
July 10	10:30 A.M. - TINA LESER (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 10	11:30 A.M. - HARRY FRECHTEL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Tuesday July 10 11:30 A.M. And 12:30 P.M.	PRESS PREVIEW OF FALL SHOES	DELMAN SHOES	754 FIFTH AVENUE SALON
	Local press preview of Fall shoe fashions at 11:30 A.M. Visiting press show at 12:30 P.M. by Delman (Auxiliary Member of N.Y.D.I.--See Pg. 3). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 10 1:30 P.M. Luncheon	FALL BLOUSES FOR VISITING & LOCAL PRESS	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
	Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Fall blouses. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
July 10	3:00 P.M. - PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 10	4:00 P.M. - GEORGE CARMEL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Tuesday July 10 4:30 P.M.- 7:00 P.M. Tea	PREVIEW OF LINGERIE DRESSES & BLOUSES	YOLANDE CORP.	SHERRY NETHERLAND CRYSTAL PAVILION
	Yolande's "Twilight Hour" presentation of Fall lingerie, children's and infants' dresses and lingerie, and blouses for local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
July 10	5:00 P.M. - CEIL CHAPMAN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 10 7:00 P.M. Cocktails-Dinner	DIAMOND DINNER WITH CABARET	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA TERRACE & PERSIAN RMS.
	"The Song of the Diamond"--jewelry from Black, Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N. W. Ayer (Auxiliary Member, N.Y.D.I.--See Pg. 3) at cocktails and dinner, with cabaret entertainment. By invitation only. Contact: Margaret MacColl at N. W. Ayer, PL. 7-5700.		
Wednesday July 11 8:00 A.M. Breakfast	FASHIONS IN CORDUROY, VELVET & VELVETEEN	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	HOTEL PIERRE BALLROOM
	Crompton-Richmond (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Fall and Winter fashions in corduroy, velvet and velveteen to the visiting press. By invitation only. Contact: Rosalind Allan, LO. 4-2900.		
July 11 9:00 A.M.	CAPEZIO FALL SHOE FASHIONS--LOCAL PRESS PREVIEW AT 756 SEVENTH AVENUE. (Show for visiting press, Thurs., July 12 at 8:00 A.M.--See Pg. 3.)		
July 11	9:00 A.M. - B. H. WRAGGE (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 11	10:00 A.M. - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 11	11:00 A.M. - SAMUEL WINSTON-Roxane & Cecil Beaton (See Pg. 3) PIERRE.		
Wednesday July 11 12:00 Noon Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC FABRICS	ALAMAC KNITTING MILLS (1412 BROADWAY)	SAVOY-PLAZA HOTEL SAVOY ROOM
	Alamac Knitting Mills (Auxiliary Member of N.Y.D.I.--See Pg. 3) will invite the out-of-town and local press to preview Fall fashions by leading manufacturers in "Thalspun" orlon wool-jersey; "Permathal-Everglaze" cotton knits; and "Furalla" orlon-dynel pile fabric. By invitation only. Contact: Lee Silver at Alamac, OX. 5-1445.		
Wednesday July 11 12:15 P.M. Luncheon	FALL MILLINERY MERCHANDISING CLINIC	MILLINERY MERCH'G EXECUTIVES ASS'N	HOTEL SHERATON-ASTOR
	Semi-annual fashion and merchandising clinic of the MMEA, with a special fashion report and survey of Fall millinery. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324.		
July 11	1:30 P.M. - TRIGERE (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 11	2:30 P.M. - BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 11	3:30 P.M. - WILLIAM FOX (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Wednesday July 11 4:00 P.M. Cocktails	PRESS PREVIEW: FALL SHOE FASHIONS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Saks will preview their Fall shoe fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
July 11	4:30 P.M. - HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg. 3) PIERRE BALLROOM		
Wednesday July 11 7:00 P.M. Dinner	PRESS SHOWING OF FALL MILLINERY	MILLINERY INSTITUTE OF AMERICA	PLACE TO BE ANNOUNCED
	The Millinery Institute of America (Auxiliary Member of N.Y.D.I.--See Pg.3) will show Fall millinery to the visiting press. By invitation only. Contact: Rubye Graham or Babs Vierhaus, MU. 7-8686.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 12 8:00 A.M.-9:00 A.M.	BOUTIQUE SHOWING FOR VISITING PRESS	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 50TH STREET)
	Capezio (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present shoe fashions for Fall to visiting press. (Local press show, Wed., July 11, at 9:00 A.M.) By invitation. Contact: Marya Morton at Capezio, JU. 6-2150.		
July 12	9:30 A.M. - ANTHONY BLOTTA (N.Y.D.I.--See Pg. 3) 498 7TH AVE. - 12TH FL.		
Thursday July 12 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
July 12	10:30 A.M. - BEN REIG (N.Y.D.I.--See Pg. 3) 498 7TH AVE. - 23RD FL.		
July 12	11:30 A.M. - MAURICE RENTNER (N.Y.D.I.--See Pg. 3) 498 7TH AVE. - 16TH FL.		
Thursday July 12 12:00 Noon Luncheon	MILLINERY AND ACCESSORIES MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	The Fashion Group will hold a combined millinery and accessories meeting. Speaker: Nicholas Parker, President, Henri Bendel. Commentator: Madelyn Coe, J. L. Hudson Co., Detroit. Chairmen--Accessory: Dorothy Fox Davies; Millinery: Frances Hodges and Conoldine Burnett. Prices: $6.00 for members; $7.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7872.		
Thursday July 12 1:00 P.M. Luncheon	CHILDREN'S GROUP SHOWING FOR PRESS	GARDNER; JOSEPH LOVE; IMP; LITTLE EMPRESS	SHERRY NETHERLAND CARNAVAL ROOM
	Children's Group Showing (N.Y.D.I.--See Pg. 3) presenting Gardner Snowsuits, Joseph Love Dresses, Imp Originals-boyswear and Little Empress (Peggy 'n Sue) coats. By invitation only for local and visiting press. Contact: Ruth Burr, OX. 5-4290.		
July 12	2:30 P.M. - DAVIDOW (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 12	3:30 P.M. - ANNE FOGARTY for MARGOT (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 12	4:30 P.M. - OLEG CASSINI (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Thursday July 12 5:30 P.M.-7:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
	Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) for local and visiting press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
July 13	9:00 A.M. - HATTIE CARNEGIE (N.Y.D.I.--See Pg. 4) 42 E. 49TH ST. - 2ND FL.		
July 13	10:30 A.M. - ADELE SIMPSON (N.Y.D.I.--See Pg. 4) 530 7TH AVE. - 23RD FL.		
July 13	11:30 A.M. - MOLLIE PARNIS (N.Y.D.I.--See Pg. 4) 530 7TH AVE. - 18TH FL.		
Friday July 13 1:00 P.M. Picnic Lunch	PREVIEW FOR VISITING PRESS	LILLY DACHE (GENERAL BEAUTY PROD.)	78 EAST 56TH STREET PENTHOUSE
	Lilly Dache's (Auxiliary Member of N.Y.D.I.--See Pg. 4) Fall news in hats, boutique fashions and beauty will be presented to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 13	2:30 P.M. - BRANELL (N.Y.D.I.--See Pg. 4) PIERRE-BALLROOM.		
July 13	3:30 P.M. - DAVID GOTTLIEB-Gothé (N.Y.D.I.--See Pg. 4) PIERRE-BALLROOM.		
July 13	4:30 P.M. - VARIETY GROUP (N.Y.D.I.--See Pg. 4) PIERRE-BALLROOM.		
Friday July 13 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS	PELLON	ETHEL BARRYMORE THEA. 243 WEST 47TH STREET
	Pellon (N.Y.D.I.--See Pg. 4) will invite the visiting press to see "New Faces of 1956". By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday July 14 9:30 A.M. Champagne	BREAKFAST SHOWING FOR VISITING PRESS	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
	Ritter Brothers (Auxiliary Member of N.Y.D.I.--See Pg. 4) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday July 14 11:30 A.M.	CONNECTICUT TRIP FOR VISITING PRESS	FIBER PRODUCERS; MILLS & MANUFACTURERS	MOODUS, CONN.
	Ellen Lind Associates (Auxiliary Member of N.Y.D.I.--See Pg. 4) on behalf of its clients, invites the visiting press to spend a day at Ted Hilton's Hideaway in Moodus, Conn. By invitation. Contact: Ellen Lind, PL.3-4786.		
Monday July 16-July 18 12:15 P.M.; 1:15 P.M.	"SEVENTEEN-BY-THE-YARD" FASHION SHOWS	STERN'S	2ND FLOOR FABRIC DEPARTMENT
	Stern's will present Seventeen's July fabric promotion back-to-school fashions on July 16, 17, 18 at 12:15 and 1:15. Open to public. Contact: Amelia Cram, LO. 5-7960, Ext. 322.		
Wednesday July 18 4:00 P.M. Cocktails	PRESS PREVIEW OF MID-SUMMER FURNITURE	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	The daily press will be invited to preview Macy's room settings from their Mid-Summer furniture collection. Magazine press preview on Thurs., July 19 at 9:30 A.M. By invitation. Publ.: Barbara Gray, CH. 4-2000.		
Thursday July 26 9:30 A.M.	PRESS PREVIEW: MAURER BRIDAL FASHIONS	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
	Saks-34th will preview their Fall Maurer bridal fashions. By invitation only. Customer showing at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000.		
Tuesday August 21-August 22	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
	Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: August 21--9:00 A.M. to 7:00 P.M.; August 22--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.		

OPENING OF FALL COLLECTIONS IN DUBLIN, LONDON, ROME, FLORENCE, PARIS

Friday July 13 8:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND	SYBIL CONNOLLY OF DUBLIN	58 GRAFTON STREET DUBLIN, IRELAND
	By invitation only. Publ.: Rosemary Sheehan, 630 Fifth Ave., CI.7-8060.		

(Continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	OPENINGS: DUBLIN, LONDON, ROME, FLORENCE, PARIS (Continued)		
Beginning Monday July 16- July 20	BRITISH READY-TO-WEAR FOR FALL	LONDON WEEK	LONDON, ENGLAND
	Group includes: Aquascutum, H. B. Popper, Horrockses, Jacqmar, Matita, Dorville, Frederick Starke, Wallace of London, The Jeager Co., Vernervogue, Simon Massey. Contact: London Week Office, 630 Fifth Avenue, CI. 7-8060; or Dorothy N. Patterson, 36A Bruton Place, London, W.1.		
Beginning Wednesday July 18- July 20	OPENING OF ROMAN COUTURE COLLECTIONS	SINDACATO ITALIANO ALTA MODA	ROME, ITALY
	July 18: Accessories Exhibit; Faraoni; Reception.		
	July 19: Mingolini-Gugenheim; Eleanora Garnett; Ferdinandi; Gattinoni.		
	July 20: La Tessitrice dell'Isola; Giovanelli; Fontana; Simonetta; Fabiani.		
	Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, Corso Vittorio Emanuele 21, Rome.		
Beginning Friday July 20- July 23	OPENING OF FLORENCE COUTURE COLLECTIONS	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
	July 20: Millinery Show and "Young Designers"--Likis, Sarli, Giuliano.		
	July 21: Avagolf, Mikpaul, Valditevere, Mammini, Glans, Giara D'Arno, Myricae, Vito--(Boutique and sportswear).		
	July 22: Antonelli, Carosa, Guidi, Veneziani.		
	July 23: Marucelli, Schuberth, Emilio, Capucci.		
	Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.		
Beginning Monday July 23- July 25	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	July 23: Worth, Norman Hartnell, Michael Sherard, Digby Morton.		
	July 24: Michael, Lachasse, Ronald Paterson, Victor Steibel.		
	July 25: Hardy Amies, Charles Creed, Mattli, John Cavanagh.		
	Contact: Rosemary Borland, 233 High Holborn, London, W.C.1.		
Beginning Thursday July 26	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	July 26: Christian Dior, Claude Riviere, Irene Dana, Pierre Clarence, Germaine Lecomte, Irmone, Bruyere.		
	July 27: Jacques Fath, Madeleine de Rauch, Jacques Heim, Revillon, Vera Borea, Manguin.		
	July 28: Jean Patou, A.C.P., Lanvin (Castillo), Gres, Costet.		
	July 30: Balmain, Charles Montaigne, Jean Desses, Ardanse, Maggy Rouff, Lola Prusac, Pierre Cardin, Nina Ricci.		
	July 31: Anny Blatt, Carven, Jacques Griffe, Jeanne Fardeau, Mad Carpentier, Bernard Sagardoy, Catherine Sauve, Madeleine Vramont.		
	August 1: Andre Ledoux Sports, Maurice Roger, Renee Lise, Amy Linker, Michele Lambert, Doeuillet-Doucet, Hermes, Raphael.		
	August 2: Valentine Bourgade, Chanel, Regine Lutece, Jacqueline Godard.		
	August 3: Raymonde Coste, Helen Hubert, Line Carmine, Georgette Renal.		
	August 4: Renee Collard.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		